



WHAT IS THE PTA REFLECTIONS PROGRAM?

- Reflections is an art program sponsored by the National PTA for students in grades PK-12. The program allows students to express themselves artistically based on a **common theme**.

REFLECTIONS THEME FOR 2016-2017

"What Is Your Story?"

ART CATEGORIES

- A student may participate in any or all arts categories.
- Dance Choreography, Film Production, Literature, Music Composition, Photography, Visual Arts (2-D or 3-D).

GRADE DIVISIONS

- Primary (PK-2nd grade), Intermediate (3rd-5th grade), Middle School (6th-8th grade), High School (9th – 12 grade), Special Artist – open to all grades for students with special needs.

AWARDS

LOCAL PTA LEVEL

- Selects up to six (6) entries for each Art Category and each Grade Division. These entries are advanced to Duval County Council of PTAs for judging.

COUNTY LEVEL

- Award of Excellence: Selects 3 in each category/ division that will be advanced to Florida PTA for judging.
- Award of Merit: Selects up to 5 in each category/ division.
- Winners are invited to the County Awards Reception in May 2017.

STATE LEVEL

- Award of Excellence: Only 1 entry in each category/ division will be advanced to National PTA for judging. Excellence Award winners will receive a certificate, a ribbon, and a medallion on a neck ribbon.
- Award of Merit: Up to 6 entries in each category/ division. Merit Award winners will receive a certificate and ribbon.

NATIONAL LEVEL

- Award of Excellence: Selects 3 in each category/division; Award of Merit: Select 5 in each category/division.
- Outstanding Interpretation Award: Selects one in each category.

LOCAL PTAS PARTICIPATING IN REFLECTIONS MUST BE IN GOOD STANDING.

- A current 990 is filed with IRS by **November 15, 2016**.
- Bylaws must be valid with an approved date no older than **May 1, 2014**.
- County Council Dues have been paid to DCCPTA.
- Insurance Dues have been paid.
- State & National Membership dues must have been paid to Florida PTA **no later than December 5, 2016**.



WHERE TO FIND HELP

The National PTA website www.PTA.org has links to

- A toolkit that will guide you as a local chairman. The toolkit contains official Reflections graphics that can be used to promote your program.

The Florida PTA web site www.FloridaPTA.org/programs/reflections contains

- Local leader guide & checklist
- General Rules & category-specific rules
- Student Entry Forms & consent forms
- Judging guidelines & scorecards

Duval County Council of PTAs: Anita Edwards, Cultural Arts Chair, reflections@dccpta.org

OTHER REFLECTIONS OPPORTUNITIES

2017-2018 Reflections Theme Search

- Encourage your student to brainstorm and imagine a theme that will appeal to other students.
- Student receives \$100 and recognition at the National PTA convention in June.
- To submit a student's suggestions for a Reflections Program theme, complete the entry form and send it directly to Florida PTA by November 16, 2016. Entry forms can be found at www.floridapta.org/programs/reflections.

Mary Lou Anderson Reflections Arts Enhancement Grants: up to \$1000 in matching funds to implement art project at your school. More information at www.pta.org/Reflections Application Period: Jan. 10, 2017 to Mar. 17, 2017.

DCCPTA REFLECTIONS IMPORTANT DATES

- **Monday, December 5, 2016, between 9:00 am – 12:00 pm, DCPS, 1701 Prudential Drive, Room 613:** Drop off all advancing student artwork with entry form attached and Local PTA Unit Participation Form.
- **Tuesday, January 23, 9 am, DCPS, Cline Auditorium:** Announcement of DCCPTA Award Recipients and pick up any non-advancing student entries.
- **May 2016:** DCCPTA Reflections Reception.



HOW TO GET YOUR PROGRAM STARTED

Meet with PTA and school leaders: Get necessary approvals, create a committee, and recruit volunteers.

Visit PTA.org/reflections and register your local unit with the National PTA as a Reflections participant.

Set YOUR deadline for entries: Establish **your** PTA deadline for submission. It is recommended that you set your deadline one month before the county deadline of **December 5th**.

Get the word out! Provide information for morning announcements, inclusion in newsletters, Facebook posts.

- Customize a participation flyer. Include your deadline for entries, how to submit entries, and contact information.
- Post flyers and posters in hallways (printable flyers can be found in the toolkit at www.pta.org/reflections).
- Post Rules and Forms on website or Facebook. ****Fill out PTA section of Entry Form BEFORE distributing**
- Ask teachers to send student entry forms and flyers home.

Recruit Judges

- Recruit volunteer judges from outside your school. Aim to find experts in the field to increase the credibility and expand the visibility of your program, but don't stress over this...retired ELA teachers make excellent Literature judges! Local dance and piano instructors are usually happy to be involved in Reflections.
- Let judges know the date range that they will have to complete judging. One week should be adequate.

Collect and Sort Entries

- Your collection day is the day you will need the most volunteer assistance.
- Verify that all entries have a complete Entry Form. Consent forms are needed if any faces are featured in photography, dance or film.
- Check all entries to make sure packaging guidelines are followed.
- Check that art category rules are followed.

Entry Requirements

- Students submit only new pieces of artwork inspired by the theme.
- Each entry must contain a completed student entry form with artwork title, artist statement, and original signatures.
- Only **one student** may create the work and be recognized as the award recipient, but other students may appear in the artwork itself.
- Exact packaging instructions can be found on the Rules for each category (FloridaPTA.org/programs/reflections).

Conduct Judging

- Prepare artwork for blind judging. Judges must be able to see the required artist's statement to help with their decisions. Sometimes this has a huge impact on the judge's final score. Entry forms can be tri-folded to exhibit Artist Statement without revealing their name.
- Visual Arts and Photography are usually the biggest categories and it will be easiest to set up on site and have the judges come to the school for judging.
- The other categories are turned in on electronic media or paper, and can be delivered directly to your judges. Please review the submissions first to be sure they follow the category rules.
- Provide judges with instructions and scorecard from FloridaPTA.org/programs/reflections.



- Entries that relate the artwork to the **theme** receive highest scores. Interpretation of Theme is worth 50% of the total judges' score, Artistic Merit/Creativity 25%, and Mastery of Medium 25%. Ties are broken by the highest "Interpretation of Theme" score.
- Based on judges' scoring, select **up to six (6) entries in each Art Category and each Grade Division** to advance to county level.
- **Prepare to drop off advancing entries for county judging on December 5th, 9 to noon, Room 613 at DCPS.**

PREPARING ADVANCING ENTRIES FOR COUNTY JUDGING

Complete Local PTA Unit Participation Form

- Locate form through Florida PTA website <http://www.floridapta.org/programs/reflections>
- Print two copies: one to accompany your advancing entries when you submit them to DCCPTA, and one for your records.

Register and Log in Advancing Entries Online

- Visit www.pta.org/Reflections and register your PTA if you haven't already done so.
- Using the "Submit Student Entry" button, enter Student entry forms and artwork file that are being advanced to county level. Enter school-level participation levels.

Packaging Advancing Entries

- All **Photography and Visual Arts** entry forms must be placed in a sheet protector and secured to the back of the entry with masking tape.
- All **Musical Composition, Film/Video, Dance/Choreography** must be in a manila envelope no smaller than 9"x 12" with entry form attached to outside in a sheet protector.
- Submit the original and 3 extra copies of the **Literature** entries in a manila 9" x 12" manila envelope with the entry form attached to outside in a sheet protector.

Make sure all submissions adhere to the rules, entry forms are signed, and consent forms are signed if necessary.

Celebrate: Recognize all your participants

- It's your choice how to award/recognize student participants. (Certificates, medals, ribbons or small gift etc.).
- Display entries in school or on website, Facebook, newsletter.
- Make public announcements at school events, community-wide events, PTA Meetings, etc.
- Hold school reception.

Wrap Up

- **Recognize and thank everyone who helped:** Students, judges, teachers, school personnel, committee members, PTA & community volunteers, community partners.
- Communicate County, State, and National judging results to your school's participants.
- Return original student artwork as quickly as possible.
- **Reflections Procedure Book**
 - If you were not given a procedure book, create one NOW!
 - Make a list of all committee members and judges who helped.
 - Make notes as you go along for the next year: what works and doesn't, where to order awards.
 - Place sample certificates in the book.